

OVERVIEW

There's great power in design—it shapes the way we work, play, and view our lives. Food is fundamental to human existence, influencing our daily routines, health, and communities. This challenge explores how innovative design can transform food accessibility and strengthen community connections.

Food shapes our economy, culture, and society. The food industry—from agriculture to grocery stores to restaurants—employs millions and generates billions in economic activity. Food brings people together, crossing cultural boundaries and creating shared experiences. However, many communities face significant barriers to accessing fresh, nutritious, and culturally relevant food options. Consider the following:

- Limited access to grocery stores and fresh food markets
- Transportation barriers to food sources
- Affordability challenges for nutritious food options
- Lack of time or resources for meal preparation
- Limited availability of culturally relevant food choices
- Food waste reduction
- Community resource sharing

THE CHALLENGE

This year's theme is **'From Pixel to Plate: Innovating Food Accessibility.'** Your challenge is to design or redesign an app that addresses one or more food access challenges OR strengthens cultural connection through food. Your approach should consider a specific customer and offer a solution that provides those customers with an improved experience or outcome. Consider the following:

Your solution might incorporate AI or technology to:

- Connecting communities with local food sources
 - Making nutritious food more accessible and affordable
 - Helping people discover and share cultural food traditions
 - Creating innovative food distribution solutions
 - Improving the grocery shopping experience for people with varying abilities
 - Developing community-based food sharing networks
 - Match resources with community needs
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GETTING STARTED!

- 1. WHO - Understand Your Users.** Begin with thorough user research to understand the communities you aim to serve. Observe and document how different people interact with food systems in their daily lives. Talk to community members about their experiences accessing food. Consider how factors like location, transportation options, daily schedules, and varying abilities impact people's relationship with food. Most importantly, engage directly with potential users rather than making assumptions about their needs.
- 2. WHY - Define the Problem.** Through your research, identify specific challenges that need solving. Document the current journey people take to access food in their communities. Look for patterns in the obstacles they face and opportunities for improvement. Consider both immediate challenges (e.g., difficulty finding specific foods) and broader systemic issues (e.g., limited access to fresh food markets). Frame your findings as specific problem statements that your solution will address.
- 3. HOW - Explore Solutions.** Use your research insights to generate potential solutions. Consider multiple approaches to addressing the challenges you've identified. Think about how technology can bridge gaps in the current food system. Explore ways that digital solutions could complement existing community resources. Remember that at this stage, all ideas are valuable – focus on generating many possible solutions before narrowing down to the most promising ones.
- 4. WHAT - Create Your Design.** Develop a clear vision for how your solution will work. Show how users will interact with your app and how it will improve their food access experience. Include visual representations of key screens or features. Explain how your solution addresses the specific needs identified in your research. Consider how your design could scale to serve more communities while remaining accessible and user-friendly.

Demonstrate Impact - In your final presentation, clearly communicate how your solution makes a difference. Use specific examples to show how it improves food access or strengthens community connections through food. Include metrics or indicators that would demonstrate success. Explain how your solution could be implemented and sustained over time.

No experience is necessary – all you need is your unique point of view. The more unique perspectives, the better! The challenge is open to all CodePath students currently-enrolled at the participating institutions (see the full [list](#) here).

There are no specific major, academic program, or GPA requirements. **Groups of 3 to no more than 5 people** can register to participate. We are unable to accommodate matching students with other participants, so please ensure you include your team's name during individual registration.

CHALLENGE FINAL SUBMISSION

Students will submit either a PowerPoint slide deck (10-slides) **OR** a video pitch no more than 5 minutes; **AND** a 150-word summary to answer the following:

1. **Who is your customer?**
 2. **How did you identify your customer problem?**
 3. **How is the app, website or experience designed in a thoughtful and meaningful way using visuals of screens, sketches, and/or wireframes to help illustrate the redesign?**
 4. **What features are you creating or redesigning?**
 5. **How does the solution address a target audience and their needs?**
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CHALLENGE TIMELINE & DETAILS

Design Challenge Informational Session (Virtual): On **Thursday, April 3, 2025, from 4:00-5:00 PM PT**, attend a 60-minute (virtual) informational session. We will provide an overview about the challenge, including timelines, submission requirements, and participation guidelines. This session will ensure all prospective participants have a clear understanding of the challenge structure and expectations. At least one person from each prospective team must attend.

Missed the kickoff event? Watch the recording [here](#).

Team Registration: Register your team by **Sunday, April 20, 2025 at 11:59 PM PT**. Complete the [registration form](#) to secure your place in the challenge and list your team members. Teams should consist of 3-5 members, ideally from diverse majors and backgrounds for a well-rounded approach.

Design Challenge Period: From **Thursday, May 1, 2025 to Sunday, June 1, 2025**, work with your team on the challenge. Expect to spend about 5-10 hours on design, with time commitment varying based on research depth and team size. All work produced will be owned by you for future use.

Amazon Design Review: Between **May 12, 2025 to May 30, 2025**, take advantage of the opportunity to network with Amazon professionals and seek input on your designs. Teams must attend at least **one** review session during the design review period. If the entire team is unable to attend, send 1-2 representatives to join. **Bonus points are awarded to students for attending a design review session.*

Final Submission: Submit your final design by **Sunday, June 1, 2025, at 11:59 PM PT**. Amazon industry specialists will review all submissions to determine the five finalist teams.

Design Challenge Finale (Virtual): Finalists will be invited to present their designs to Amazonians during the virtual Design Challenge Showcase Finale on **Thursday, June 26, 2025** (time TBD). Grand prize winner rankings will be selected during this event.

DESIGN REVIEW SESSIONS AND DETAILS

We will offer 'Design Review' sessions for students during the design challenge period. This will be a unique opportunity for students to network with Amazon designers and get inspired by professionals at one of the biggest companies in the world.

Teams must attend at least one informational session and one design review throughout the design challenge period. If your entire team is unable to attend, please send 1-2 representatives to join the design review sessions.

**Bonus points are awarded to students for attending a design review session.*

Design Review session times will be shared after registration.

FOOD FOR THOUGHT

- How food can be a tool for social change - [Link](#)
- Foodprint - [Link](#)
- Real Food Challenge - [Link](#)
- Intentionalist - [Link](#)
- Feest Seattle - [Link](#)
- Urban Food Hubs - [Link](#)
- Black Food Fridays - [Link](#)
- High on the Hog - [Link](#)
- Stats on food justice and food insecurity - [Link](#)
- Food insecurity map in the US that can be filtered by age, race/ethnicity, district/county - [Link](#)
- Food justice from the union of concerned scientists - [Link](#)
- Food justice terminology - [Link #1](#); [Link #2](#)
- Food systems - [Link](#)

ADDITIONAL RESOURCES

- Creative Reaction Lab's Equity-Centered Community Design Field Guide - [Link](#)
 - IDEO The Field Guide to Human-Centered Design - [Link](#)
 - Understand the Social Needs for Accessibility in UX Design (Interaction Design Foundation) - [Link](#)
 - Figma - [Link](#)
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